

Measurement in a Soft Area

Compliance Assistance Activities at US-EPA

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Remember how simple life used to be?



EPA-New England has done many measurement activities

- We have conducted 5 mailed surveys,
- 6 telephone surveys,
- 3 surveys where we did on-site visits,
- at least 9 customer satisfaction surveys,
- 8 surveys to assess behavioral changes,
- 2 baseline, on-site surveys,
- 1 method comparison, between on-site visits and self-reported data; and more....

Lessons learned

- 1. Getting a clean address list or sector inventory takes longer and is harder than anticipated
- And you aren't likely to get much management sympathy.

Lessons learned

- 2. Better roughly right than precisely wrong.

Lessons learned

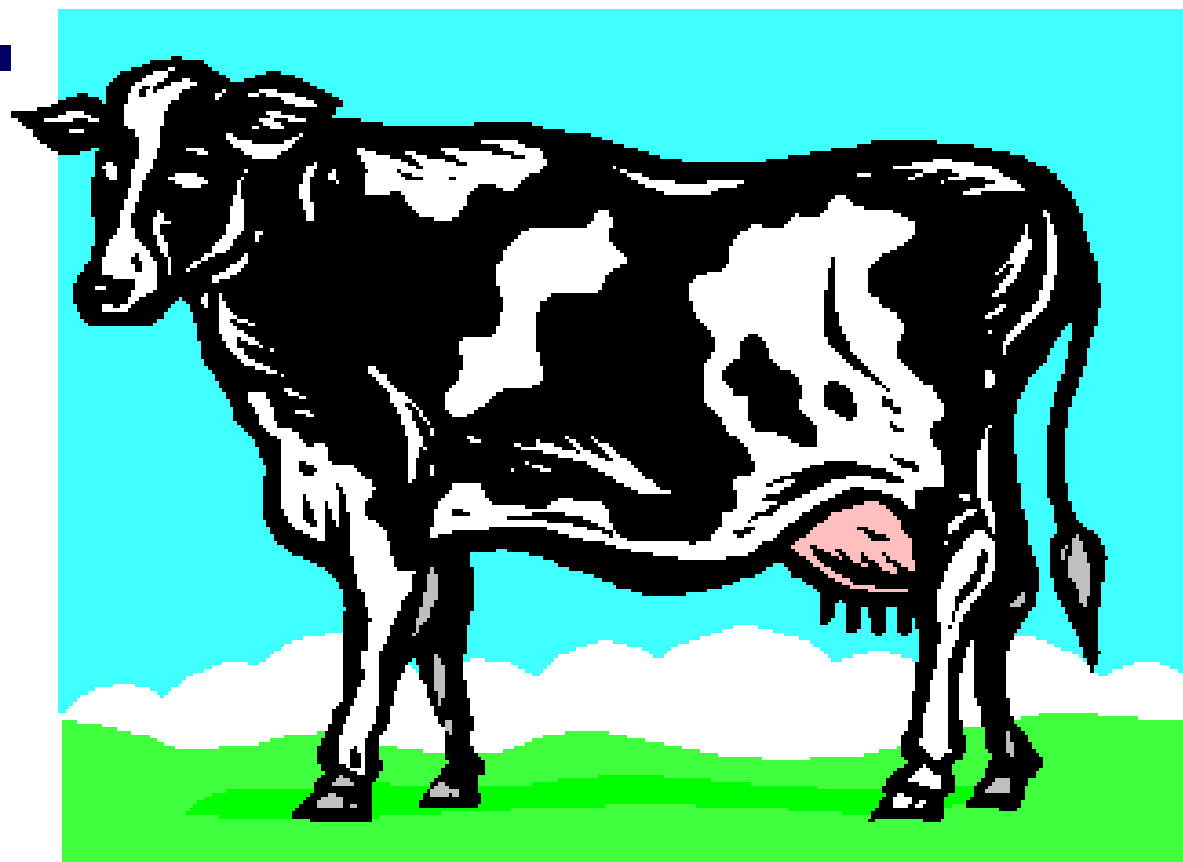
- 3. Decide FIRST: What are you going to do with the information?
- 3a. Avoid unintended outcomes.

Lessons learned

4. Pilot studies invite follow-up questions
AND OFTEN \$\$\$\$.

Lessons learned

- 5. The punishment should fit the crime.

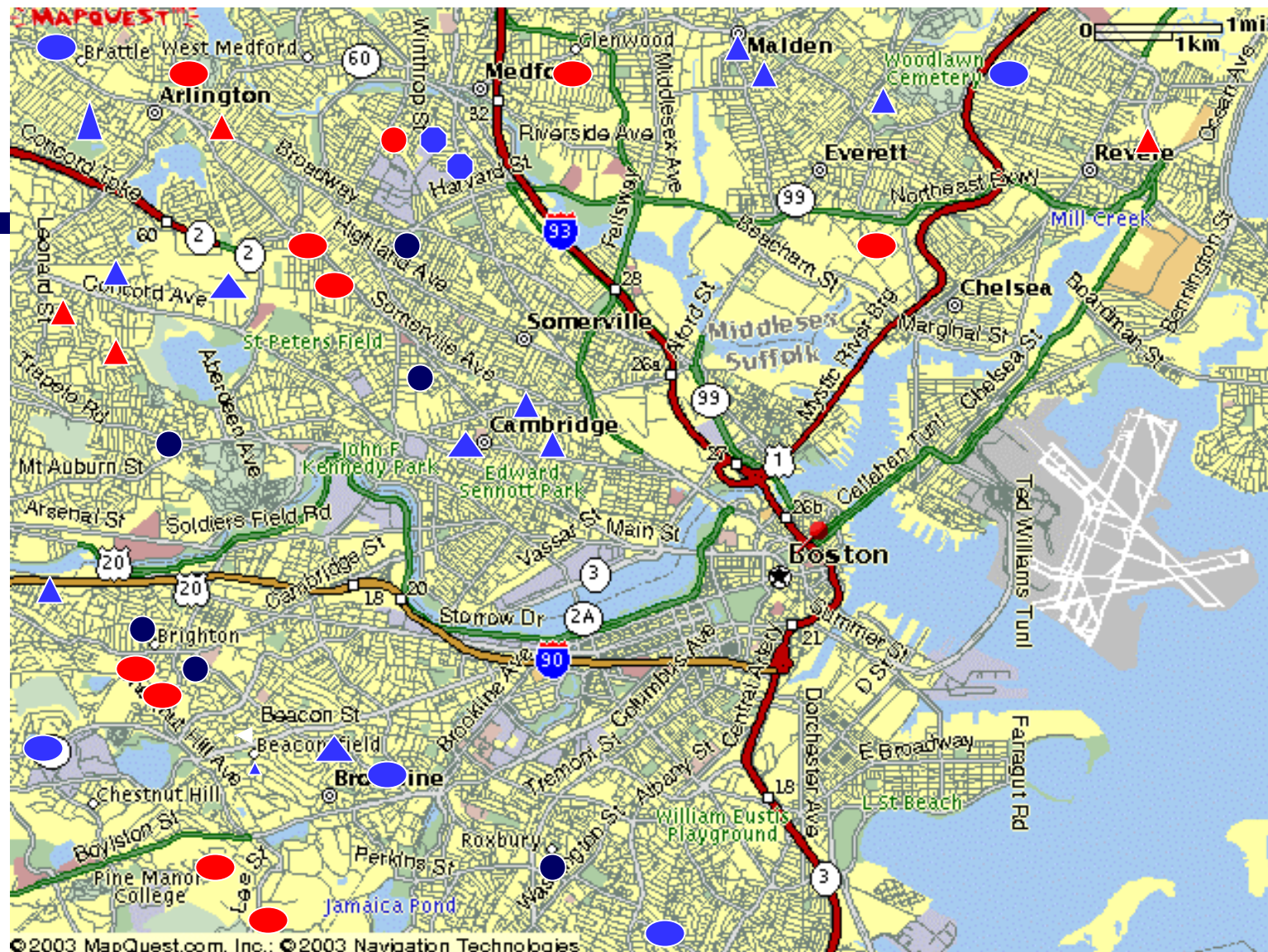


Lessons learned

- 6. Measurement activities are better IN THEORY than in practice for justifying your (program's) existence

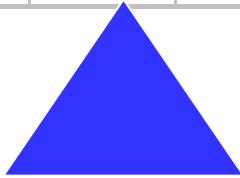
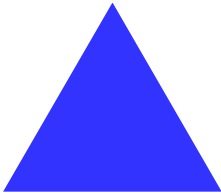
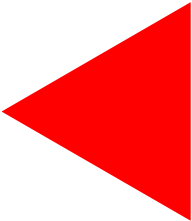
Lessons learned

- 7. Sometimes, data that look quantitative aren't really or the 'data' are deceiving.



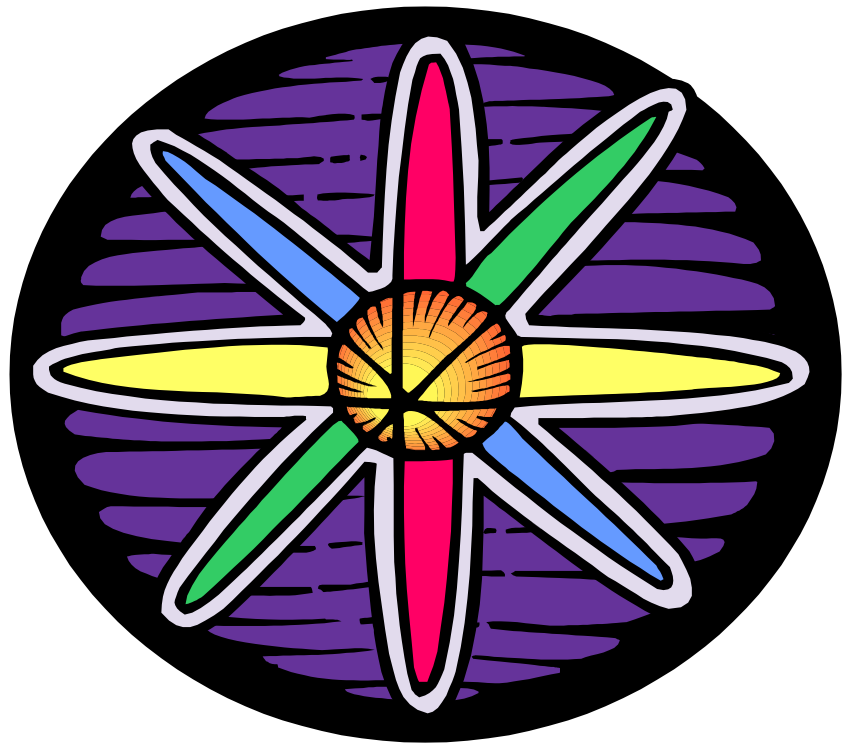
Raw Data							
2a	2b	2c	3	4a	4b	5a	5b
y	y	NA	y	n	n	y	y
y	y	NA	n	n	n	y	y
y	y	y	DK	n	n	y	n
y	y	NA	y	y	n	y	DK
y	y	NA	DK	y	y	y	n
y	n	NA	y	y	n	y	n
y	y	NA	n	DK	DK	y	y
n	n	NA	n	n	n	y	y

Raw Data								
2a	2b	2c	3	4a	4b	5a	5b	
y	y	NA	y	n	n	y	y	71%
y	y	NA	n	n	n	y	y	57%
y	y	y	DK	n	n	y	n	57%
y	y	NA	y	y	n	y	DK	86%
y	y	NA	DK	y	y	y	n	86%
y	n	NA	y	y	n	y	n	57%
y	y	NA	n	DK	DK	y	y	80%
n	n	NA	n	n	n	y	y	33%
Compl Rate								
88%	75%	100%	50%	43%	14%	100%	57%	



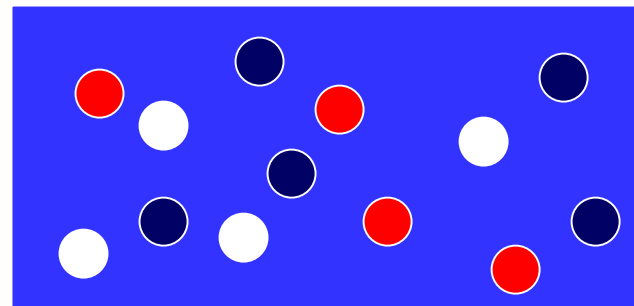
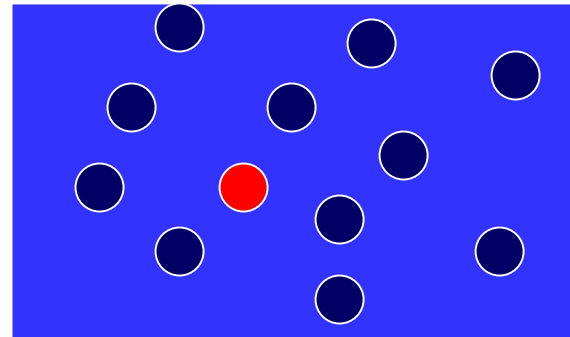
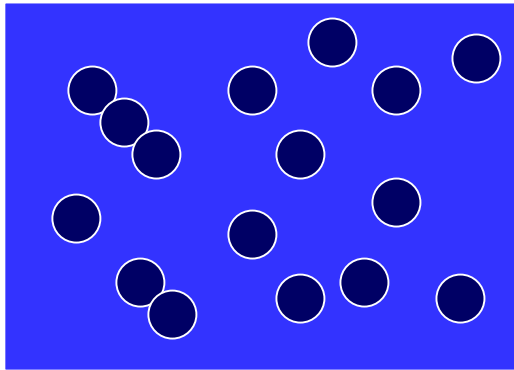
Lessons learned

- 8. Data aren't necessarily RESULTS.



Lessons learned

- 9. Sample sizes depend on expected values.



Lessons learned

- 10. Multimedia checklists are our most popular compliance assistance tool.

Lessons learned

- 11. People like what they get.
- YHPRUM's LAW happens: Things that shouldn't work, do.

And that's the way
it is, here on the
ground.
